

Distinguish Yourself

Employers qualifying for Best Workplaces for CommutersSM are using this designation to their advantage. Demonstrate your environmental leadership and distinguish your organization from the competition by using the Best Workplaces for CommutersSM name and logo in any number of ways: job postings, Web sites, buildings/storefronts, salary and benefits notices, employee orientation packages, annual reports, flyers, and press releases.

See below for examples of how the nation's top employers have featured the Best Workplaces for CommutersSM name and logo in their communications materials, as well as other ideas for how you can showcase your designation.



Pfizer

►►► Pfizer promotes its designation to employees through an internal newsletter.



National Science Foundation

►►► Job seekers in the traffic-congested Washington, DC, area respond positively upon learning that NSF helps its employees find better ways to commute.



UCDAVIS

University of California-Davis

►►► UC-Davis uses the designation to spotlight its exemplary commuter benefits.

BEST Workplaces for CommutersSM



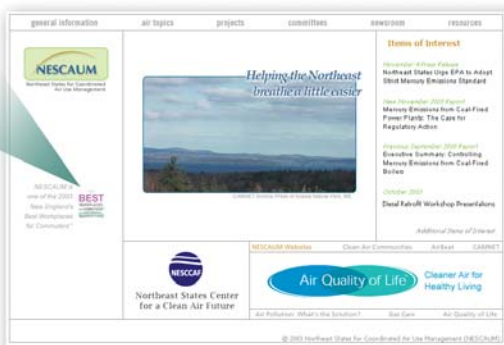
High Performance Technologies, Inc.

▶▶▶ In the fast-moving field of information technology, the designation helps set HPTi apart from the competition.



BEST
Workplaces
for CommutersSM

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Northeast States for Coordinated Air Use Management



▶▶▶ NESCAUM's Web site draws attention to its place on the list.



The Center for Urban Transportation Research

▶▶▶ The designation sends a strong signal to job applicants that CUTR is committed to being a commuter-friendly workplace.





Looking for ways to promote your designation?

Use this list for ideas for how you can promote your elite status as one of the nation's Best Workplaces for CommutersSM.

Display Program Materials

- ▶ Display a Best Workplaces for CommutersSM poster in the lobby of your building.
- ▶ Place a cling on your front door or other visible locations, such as break rooms or common work spaces.

Generate Media Attention

- ▶ Issue a press release about your designation.
- ▶ Submit an article or letter to the editor of your local newspaper or trade journal.
- ▶ Place an ad in your local newspaper, perhaps during Earth Day, National Transportation Week, or another commute-related or environmental event.

Tap Into Your Own Communication Channels

- ▶ Put the logo on your Web site—both your public Internet and internal Intranet site—with a link to www.bwc.gov
- ▶ Publicize your designation in your internal newsletter and include the logo.
- ▶ Send a broadcast e-mail to all your employees about the designation.
- ▶ Feature the logo in your annual report.

Create Fun Giveaways

- ▶ Feature the logo in fun promotional items, including mugs, magnets, and pens.
- ▶ Use the giveaways as an incentive for employees to avoid driving alone to work.

Leverage Hiring and Orientation Opportunities

- ▶ Use the logo in job ads (both Web and newspaper) and job fairs to entice job seekers.
- ▶ Introduce the designation in new employee handbooks and orientation sessions.

Plan an Event

- ▶ Organize a commuting awards program, alternative transportation week, or transportation fair for your employees and promote your designation.
- ▶ Hold a luncheon hosted by senior executives for program participants.
- ▶ Put the logo on awards for employees during National Transportation Week or Bike to Work Day.

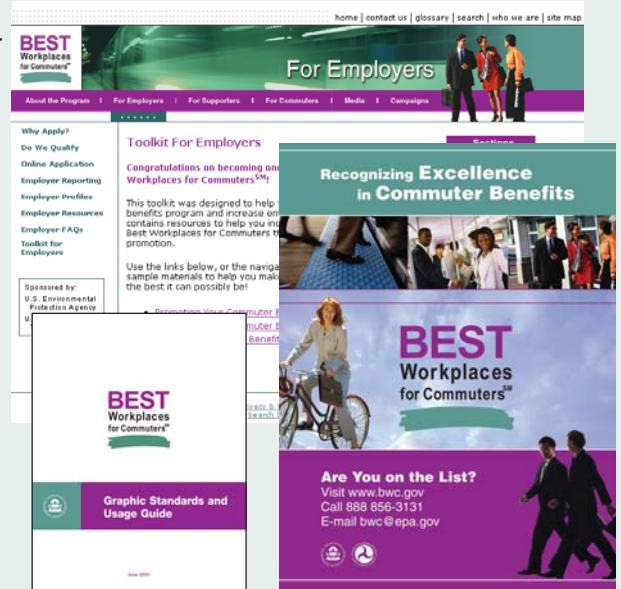


Tool Kit for Employers

Visit the Tool Kit for Employers for a wealth of sample materials and resources to help you promote your designation—both internally and externally. At this one-of-a-kind resource, you'll find sample posters, Web pages, tip sheets, newsletter articles, e-mail announcements, and more.

You'll also find examples that showcase featured employers from around the country. Tap into this resource today! You'll gain new tips and strategies to help you take your program even further.

www.bwc.gov/employerkit



▶ ▶ ▶ “The thing that we are most proud of is that because of [Best Workplaces for Commuters], we have national recognition as a city that cares about the environment.”

— Jim Glock, Director,
City of Tucson Department of Transportation

▶ ▶ ▶ “We’re grateful for the recognition that demonstrates Verizon is committed to helping protect the environment. We’ve committed to reducing fuel consumption, giving our employees... options to help them save gasoline and reduce emissions.”

— Dennis M. Boone, New Jersey President,
Verizon

▶ ▶ ▶ “Being active in [Best Workplaces for Commuters] is really great business. It gives us a competitive edge.”

— John Klein, Chairman,
People’s Bank

▶ ▶ ▶ “GM is proud to join the ranks of companies known for innovative and thoughtful programs, which ease employees’ commuting stress and encourage positive environmental efforts. Inventive solutions often have more than one benefit. In this case, both our employees and the environment are better off—and we recognize that business success is directly tied to our employees’ well-being.”

— Elizabeth A. Lowery, Vice President,
Environment and Energy,
General Motors

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